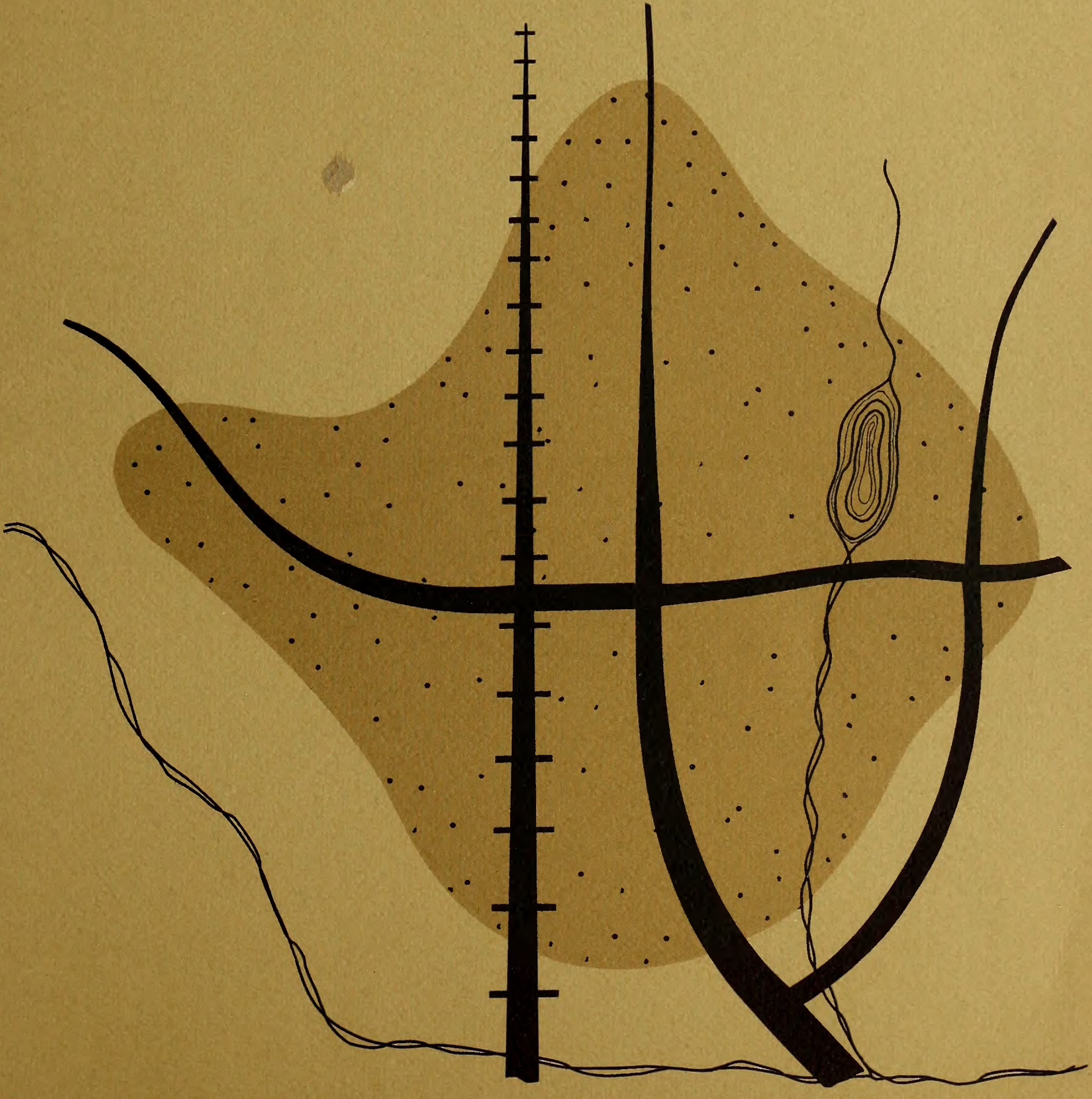
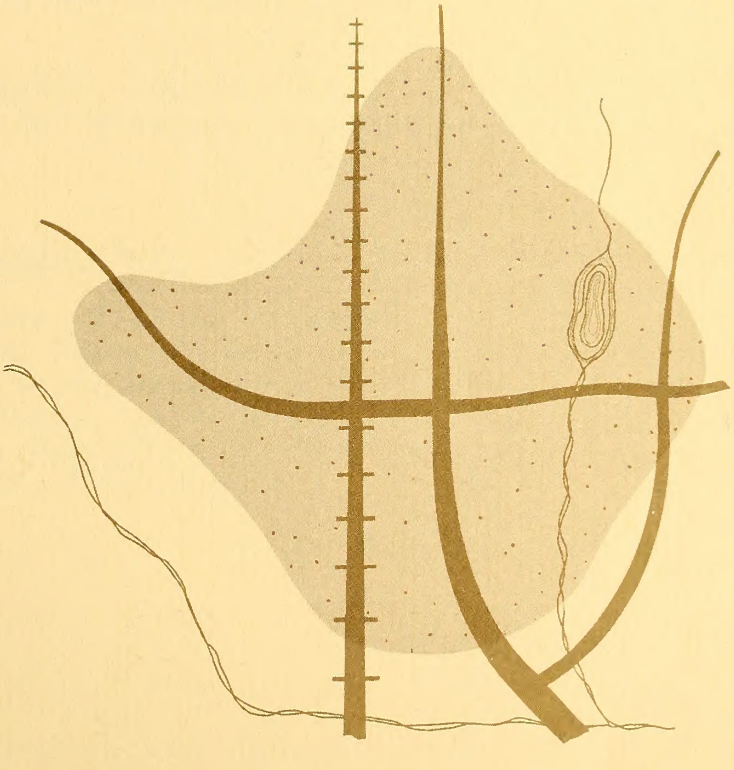
SURVEY AND ANALYSIS



WALLACE, NORTH CAROLINA

SURVEY AND ANALYSIS



WALLACE, NORTH CAROLINA

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PREPARED FOR THE TOWN OF WALLACE, NORTH CAROLINA

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TABLE OF CONTENTS

Table of Contents Continued

Page

TABLES

ILLUSTRATIONS

INTRODUCTION

INTRODUCTION

The formulation of a plan for community growth involves a series of inventories of past, present and apparent future developments which have and are taking place within the study area. This portion of the planning program has been termed the "survey and analysis", and includes a historical review, a determination of the natural and man-made physical features, and the appraisal of human and economic resources. All are directed toward an examination of the problems, resources, and potentials of the planning area.

An examination of both the natural and man-made features of the area serves to identify those physical problems that the community must cope with and the physical resources it has at its disposal. In addition, the present development trends and limitations are identified from an analysis of the existing physical form.

Of course, the existence of people has created the need for a man-made physical environment. Therefore, an inventory of the human and economic resources of Wallace and the surrounding area will make a valuable contribution to the planning program. First, it provides a general review and appraisal of the past and present population and the state of the economy. This yields a description of the impetus for population changes which have occurred. Secondly, based on the cause and effect of past population changes, an insight is gained with regard to possible methods of achieving projected growth and improving upon the prosperity of the community.

HISTORICAL AND REGIONAL SETTING*

The Wallace settlement dates back to the last quarter of the 18th century. William Boney acquired a large tract of land adjacent to Rockfish Creek and extending past Main Street of the present Town. Boney soon had a few neighbors, and the little community named Duplin Roads became a small service center, where the Wilmington and Raleigh dirt highway crossed the Fayetteville and New Bern Plank road. The Town was the first in the county to feel the impact of the Wilmington and Weldon Railroad, which came in 1834. The railroad increased the community's importance as a service center and it offered a transfer point for the import of non-farm items and the export of wood products. Before rail transport, the Northeast Cape Fear River was the community's lifeline, and almost all non-farm items were brought from Wilmington by boat in return for crude turpentine.

By 1865, Duplin Roads needed a post office, and the name was changed to accommodate the post office's desire for brevity. Wallace was suggested by Gabriel Boney, son of the first settler, in honor of Stephen D. Wallace, then president of the railroad.

The late 1800's saw strawberries as one of the major crops of the area. By 1900 the berry was being grown all over Wallace and Duplin County, and for a while Wallace claimed to be the largest strawberry market in the world. The berry has seen its reign in Wallace; the surrounding farm area and the community has adjusted to market demands.

The expanded farming community has shifted to tobacco as the main money making crop with strawberries and cucumbers being important along with the production of cattle and swine. Paralleling this growth and shift in crop production have been the

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* Historical data was obtained from an article appearing in the "State Magazine".

increased marketing activities of tobacco in the community. The processing of cucumbers and strawberries, still important, also takes place within the community. Growth in farming activities, increased marketing, and crop processing within the Town have ignited the expansion of Wallace as a trade and service center.

The farmer sells his tobacco at one of the six warehouses located within the Town. He brings cattle and swine to the livestock market. He draws upon the facilities of a large produce market, and he spends his money in the growing variety of retail stores, service establishments, and farm supply outlets located within the community.

Although the farmer remains the mainstay of the Town's economy, the community has expanded and diversified its economy in more recent years. Establishment of a textile plant adjacent to the community in 1951 created a boom to the economic base and population growth of the area.

Beginning as a crossroads farm community dependent upon Wilmington trade, Wallace blossomed into the largest city in Duplin County. The Town has developed from a totally farm oriented service and transfer center to a farm product processing center and finally adding activities of a non-farm productive nature. The 1965 special census counted 2,972 Wallace citizens, an 83 percent increase over the 1950 population.

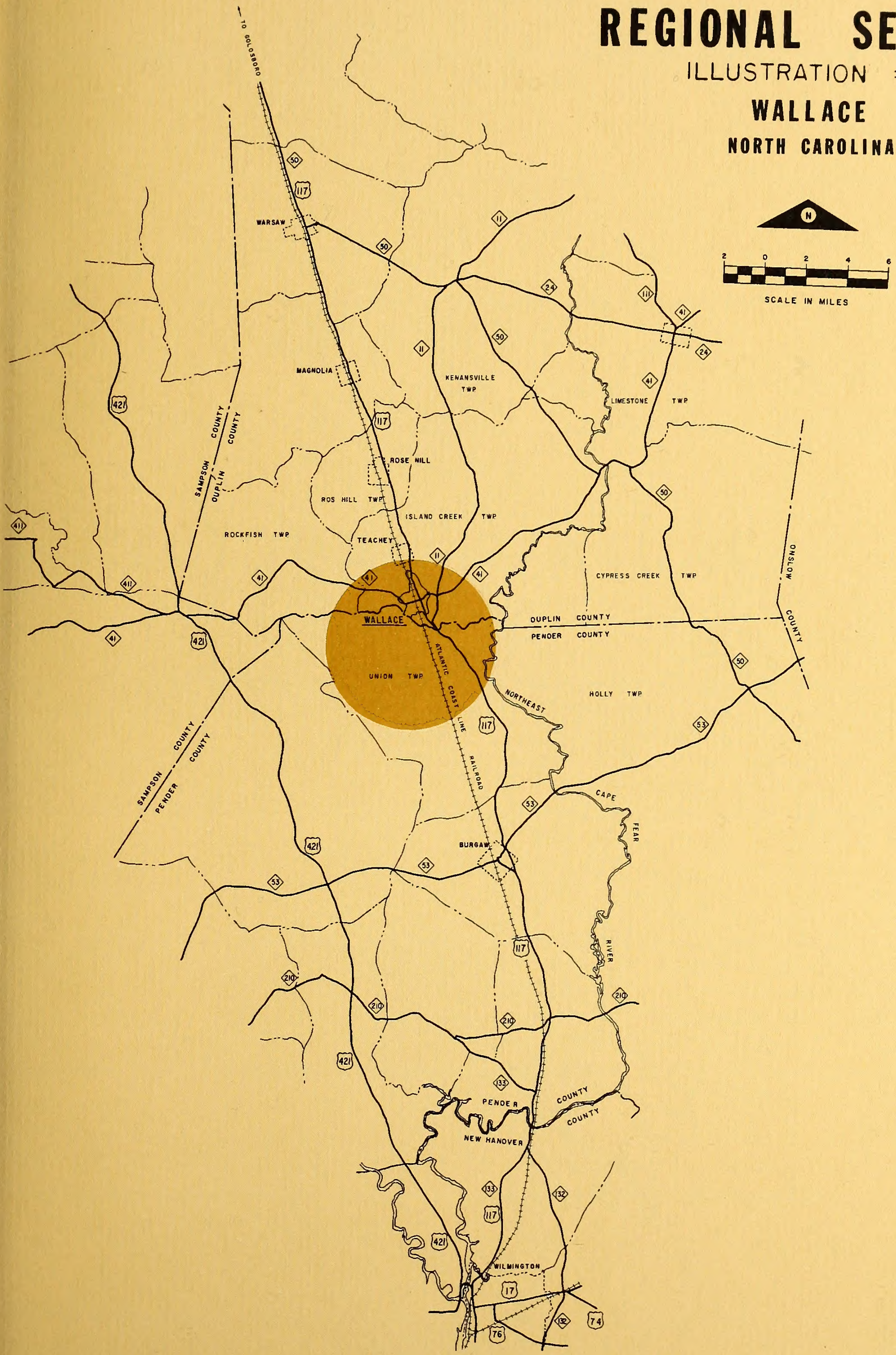
Briefly, the community must compete favorably with outside influences and must adapt itself to the continually changing characteristics and resources of a larger surrounding area in order to expand or even exist. This inter-dependency of Wallace and the large surrounding rural area is exhibited in a number of respects: A rural agricultural production which supplies the Wallace markets and farm product processors. The rural resident's need for goods and services supplied by the business and commercial developments of Wallace. The rural labor surplus is satisfied to an extent by the industrial developments of Wallace. The location of Wallace with respect to the surrounding rural area and major urban centers is depicted in Illustration #1.

REGIONAL SETTING

ILLUSTRATION # 1

WALLACE

NORTH CAROLINA



NATURAL FEATURES

An important element of any planning program is a knowledge of the natural features of the community and surrounding area. The natural environment of the planning area is of significance in analyzing and evaluating the past growth, and in guiding future growth. The natural features may serve as limitations upon the type and extent of development while also providing direction to development. The purpose of this section is to describe those influencial natural features in the Wallace planning area and the implications of such features upon man-made development. These natural physical features include the topography or natural drainage, soil conditions, and ground water supply.

GROUND WATER*

The natural resource of water in quantity and good quality is of importance to the development of any community. Fortunately, no serious difficulty has been encountered in developing the ground water supply from wells within the planning area. The Town operates four wells and treatment is found unnecessary for domestic and most industrial uses. The current capacity of the municipal water supply is over three times the present consumption.

Chemical analysis of the water supply reveals that amounts of iron and manganese found is somewhat less than the standard of 0.3 ppm (parts per million) established by the U. S. Public Health Service. Excessive amounts of these two constituents cause reddish-brown stains on porcelain, clothing and other fabrics, and could interfere with dying, tanning and other manufacturing processes. The total suspended solids, usually less than 200 ppm of the Wallace water supply is also below the maximum established by the Public Health Service. Water containing less than 500 ppm of dissolved solids generally is satisfactory for most domestic and industrial uses. Furthermore, the ground water supply of the Town is considered to be of moderate hardness. Attention is drawn to the hardness of water by domestic users in daily activities and by industrial users, because it could affect certain manufacturing processes.

Briefly, the municipal ground water supply is more than adequate to meet the needs of domestic users and most industrial users. However, specific industrial activities may require treatment of certain characteristics of the ground water found in the area.

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* Material obtained from the "Geology and Ground-Water Resources of Wilmington-New Bern Area" by the North Carolina Department of Water Resources.

SOILS AND NATURAL DRAINAGE

The necessity of determining the suitability of soils to withstand development and the capability of soils for the on-site disposal of sewage has become widely recognized by community planners in more recent years. To protect individual property owners or potential residents of the area, and to insure that the local government will not be faced with the necessity of providing premature extensions of utility lines, a determination of these capabilities is an essential prerequisite for development.

The suitability of soils in the Wallace area for development purposes, and those which are capable of on-site sewage disposal, in general, are one in the same. In other words, a soil that is considered very suitable for development is also permeable or suitable for on-site sewage disposal. On the other hand, soils which are very unsuited for development provide very poor drainage fields for septic tanks. Therefore, it is possible to classify the soils which occur in the Wallace area in terms of their suitability for development.*

Those land areas which consist of soils in the Class I group are most suitable for development. Characteristics of this soil group include adequate internal drainage or moderate to high permeability, and occur on slopes providing for adequate water run-off. It may be observed from Illustration #2 which depicts the soil conditions in the Wallace area, that the community's main body of development occurs on Class I soils. This classification extends from the corporate limits to the northwest and northeast along the Rockfish Creek and its tributaries.

A second classification of limited occurrence in this area is termed fair to somewhat poorly suited for development. The Class II soils may be utilized, however, some improvement to the soil conditions should be made prior to development.

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* Soil suitability classifications were contributed by Professor E. F. Goldston of N. C. State College, Raleigh, N. C., an authority in the field of soil science.

SOILS & DRAINAGE

ILLUSTRATION # 2

WALLACE

NORTH CAROLINA

LEGEND

DRAINAGE PATTERN

SOIL CONDITIONS

CLASS I (GOOD)

CLASS II (FAIR)

CLASS III (POOR)

CLASS IV (VERY POOR)

Class III soils occurring extensively to the north and south of Town, are considered very unsatisfactory for on-site sewage disposal facilities and somewhat marginal for urban development. In periods of high rainfall the water table of such soil is known to rise above ground level providing for unfortunate and sometimes unsanitary conditions. Although urban development on soils of this group is possible, extensive improvements such as tiling or drainage, filling and provision of municipal utilities should be prerequisites.

The final soil classification is considered extremely poor for urban development purposes. Land in this classification is closely related to flood plains, soils of poor internal drainage and high water table; and areas of very flat terrain. Land areas of Class IV soils, which lie along the creek banks, should continue to exist as open space; while other areas so classified may be only sparsely developed, if at all developed.

Some information may also be gained regarding the general natural drainage pattern of the area from a close examination of the soil conditions. In general, poor soils occur within extremely level land areas, while on the other hand, the more suitable soils occur within generally sloping areas. The direction of natural drainage in the Wallace area is also depicted in Illustration #2. The land slopes gradually to the southeast and southwest away from the Atlantic Coast Line Railroad toward the Little Rockfish and Rockfish Creeks respectively. The Creek flows downstream in a southeasterly direction to the nearby Cape Fear River.

Land development limitations in terms of the topography lie not in extreme variations of land elevation, but in the lack of slope in a number of land areas. The slope of land plays an important roll in the planning and laying of sanitary sewage lines. In gradually slopping areas the municipal sewage system may take advantage of the efficiencies of gravity flow. However, in developed flat or level areas sewage is required to be pumped, an added problem and expense to the community.

In addition, level land areas do not allow for storm drainage or rain water run-off and consequently in damp periods water will stand on the ground for an unnecessary length of time. This is especially true under circumstances of poor soil conditions which provide stagnet waters for the breeding of insects and generally unfortunate living conditions.

In conclusion it should be apparent to the reader that the topography in conjunction with soil conditions have played an important roll and probably will continue to affect the shape of the community. Past growth has certainly been affected, development consuming generally the more suitable soils. In addition, these two constituents taken separately indicate the direction of future growth will be to the northwest and northeast of the community.

MAN-MADE FEATURES

The existing land development is in itself an influence upon future development. For example, sound and attractive residential areas are often the location of additional residential development, as is true of bustling business areas and active industrial areas. In such circumstances success tends to breed success. Hence, each major category of land development is analyzed with respect to its interrelationship with other forms of land development and community facilities. In addition, the analysis indicates the problems which the community's planners and their planning programs must recognize and deal with effectively in order to achieve an efficient and attractive community.

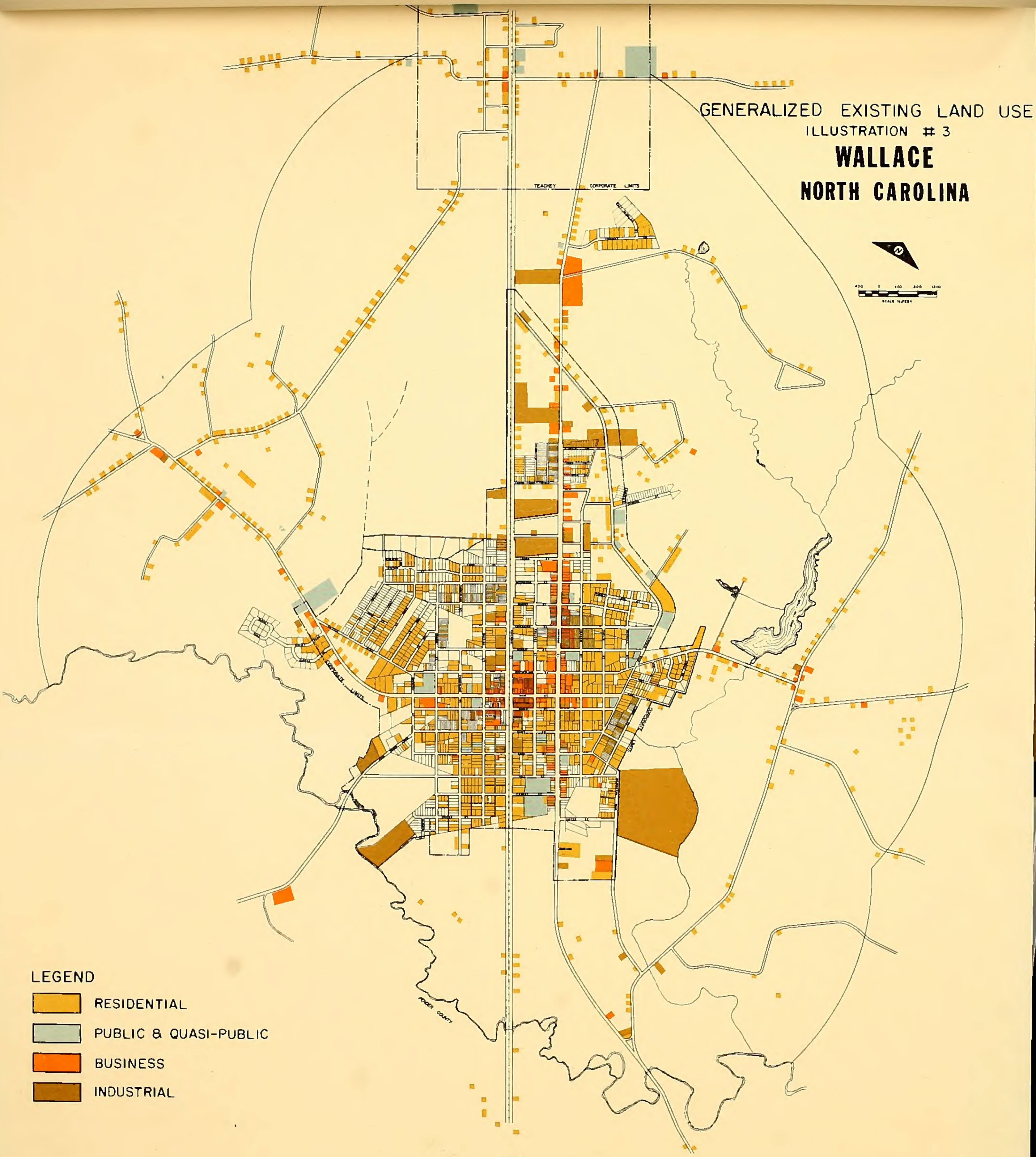
To clarify the discussion of the existing man-made physical features or uses of land, the various land development activities were grouped into major categories i.e., Residential, Business, Industrial, Public, Quasi-Public, Transportation and Utilities. Illustration #3 describes the general location of each major land use category, while Table I below provides a statistical review of the land use activities within the entire planning area. For the purposes of the survey of man-made developments the planning area includes not only the Town of Wallace, but also land lying within a one-mile radius of the Town, which is termed the "fringe area", excepting that land lying within Pender County and the Town of Teachey.

TABLE I. EXISTING LAND DEVELOPMENT

	TOWN OF WALLACE			FRINGE AREA			TOTAL PLANNING AREA	
LAND USE	NUMBER OF ACRES PER USE	PERCENT OF DEVELOPED LAND	PERCENT OF TOTAL LAND	NUMBER OF ACRES PER USE	PERCENT OF DEVEL-OPED LAND	PERCENT OF TOTAL LAND	TOTAL ACRES	PERCENT OF DEVEL-OPED LAND
Residential	261.80	41.75	23.46	96.71	31.06	1.66	358.51	38.21
Commercial								
Retail	25.48	4.06	2.28	3.73	1.20	.06	29.21	3.11
Consumer Service	10.23	1.63	.92	5.36	1.72	.09	15.59	1.66
Business Service	3.39	.54	.30	.95	.31	.01	4.34	.46
Professional Service	4.70	.75	.42	—	—	—	4.70	.50
Industrial								
Wholesale	36.07	5.75	3.23	0.48	0.15	0.01	36.55	3.90
Manufacturing Service	36.95	5.89	3.31	3.53	1.13	.06	40.48	4.31
Manufacturing	2.57	.41	.23	37.13	11.92	.64	39.70	4.23
Production (Extraction)	—	—	—	3.81	1.22	.07	3.81	.40
Transportation	.29	.05	.03	4.45	1.43	.08	4.74	.51
Streets & Road	193.40	30.85	17.33	115.93	37.21	1.98	309.33	32.96
Railroad	21.40	3.42	1.92	23.31	7.46	.40	44.71	4.76
Public	18.07	2.88	1.62	1.83	.59	.03	19.90	2.12
Quasi-Public	12.66	2.02	1.13	14.32	4.60	.25	26.98	2.88
Vacant	489.00	—	43.82	5,529.68	—	94.66	6,018.68	—
TOTAL	1,116.01	100.00	100.00	5,841.05	100.00	100.00	6,957.06	100.00

NOTE: Total Developed Land in Wallace - 627.01 Acres.
Total Developed Land in Fringe Area - 311.37 Acres.
Total Developed Land in Entire Planning Area - 938.38 Acres.

Source: Field survey conducted in September, 1964.



GENERALIZED EXISTING LAND USE
ILLUSTRATION # 3

WALLACE
NORTH CAROLINA

RESIDENTIAL DEVELOPMENT

The main body of residential development lies within a rather compact area, but limited amounts also occur along major roadways surrounding and leading into Town. There is a predominance of single family development existing within the corporate limits and entire planning area. The desire on the part of the area's residents for single detached dwellings located on relatively large lots is exemplified by the rather low density (3.3 dwelling units per land acre) of residential development.

More recent residential growth has developed in northern areas of Wallace. One of the most important reasons for this occurrence is the predominance of more suitable soils for building purposes to the northeast and northwest. As may readily be noted from the illustration of soils and natural drainage, land areas directly south of Town consist of level soils which have a high moisture content or are subject to flooding during periods of high rainfall. Also, the natural drainage basins of Rockfish and Little Rockfish Creeks inhibit development in the east and western portions of the planning area.

These natural features are both a hindrance to urban growth and an asset to the community. Natural physical features have forced a compact form of development which may be more economically supplied with utilities, police and fire protection, and other municipal services than a dispersed form of settlement. A concentrated form of development should be encouraged to insure continual economy in providing municipal services.

In the process of analyzing the residential development within the planning area a housing conditions survey was conducted. This survey was undertaken to determine the general physical living conditions and extent of residential deterioration in the planning area. All dwelling units were graded on the basis of external structural condition and maintenance and then placed into one of the following groups:

STANDARD............	Dwelling units which are average or above and need only day-to-day maintenance to retain their present status.
MINOR REPAIR.........	Dwellings which are in need of painting or require only minor repair in order that they be considered standard housing.
MAJOR REPAIR.........	Dwellings in need of rehabilitation to prevent further decline, requiring structural alterations or extensive repair work.
DILAPIDATED..........	Dwelling units which have deteriorated to the point that it is uneconomical to restore them.

Housing conditions of the area are statistically summarized below in Table II. Illustration #4 depicts those areas wherein housing is in need of repair or beyond repair.

TABLE II CONDITION OF HOUSING

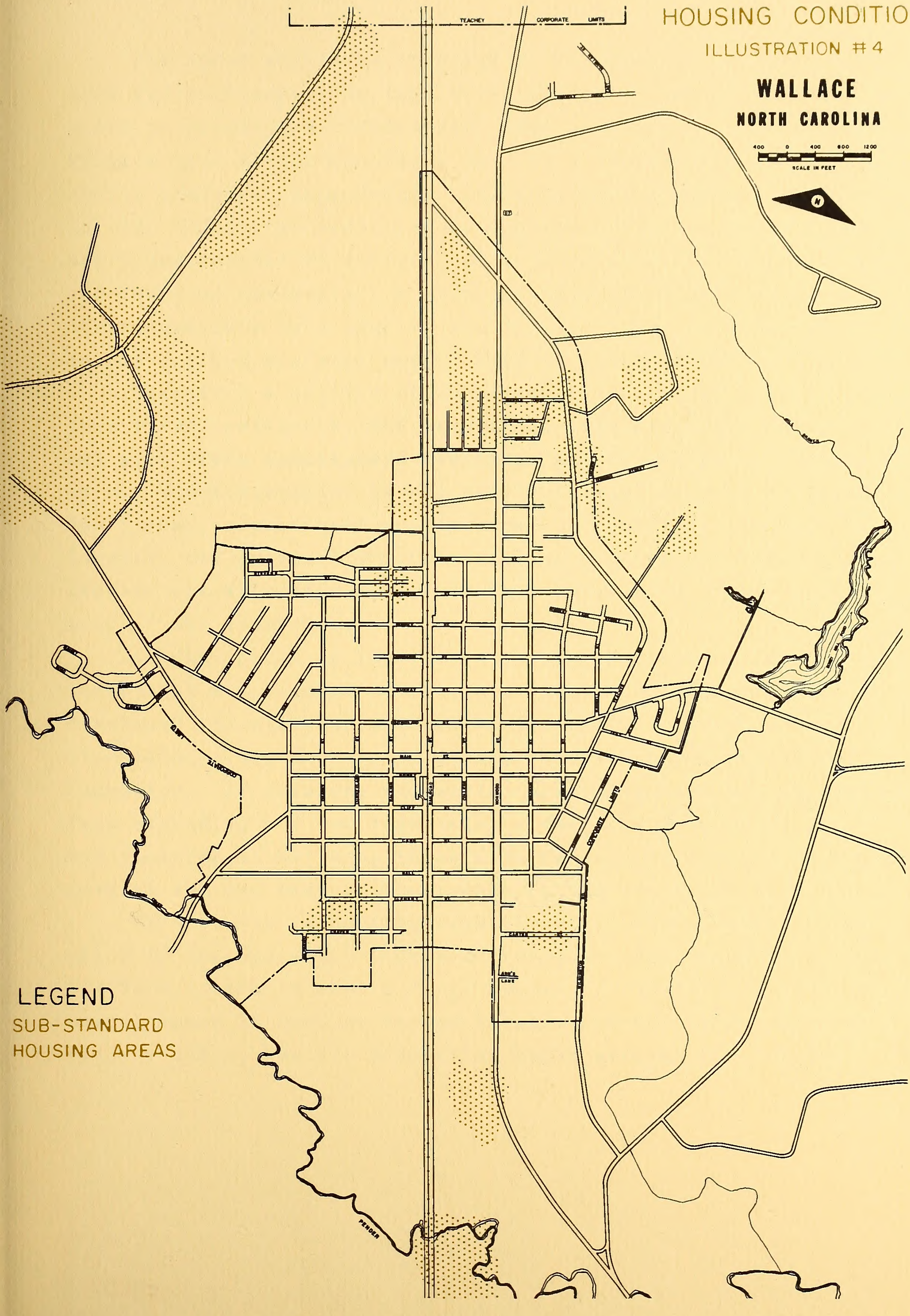
Housing Condition	Town	Outside Area	Total Planning Area
Standard			
Number	675	208	883
% of units	78.1	46.6	67.4
Minor Repair			
Number	105	81	186
% of units	12.2	18.2	14.2
Major Repair			
Number	64	86	150
% of units	7.4	19.3	11.5
Dilapidated			
Number	20	71	91
% of units	2.3	15.9	6.9
TOTAL	864	446	1310

HOUSING CONDITION

ILLUSTRATION #4

WALLACE

NORTH CAROLINA



LEGEND

SUB-STANDARD HOUSING AREAS

Attention should be directed to the mixture of residential uses and non-compatible land developments -- industrial developments in particular. Industrial uses as they occur in the Wallace area do not provide a desirable environment for residentially developed properties. Characteristics generally associated with industrial uses such as appearance, noise, odor, smoke, and large amounts of traffic, etc., adversely affect intermixed and abutting residents. A prime example of this inter-mixture of incompatible land uses in the Wallace planning area exists at the extreme northern end of Town -- north of Lanier Street.

Certainly a portion of substandard conditions within this mixed residential and industrial area mentioned above, or any area where substandard dwellings exist, may be attributed to the characteristics of the people themselves such as their low income, educational and cultural or social attainment. However, the physical environmental conditions do little to improve the situation and could be a depressing factor in any area of the community.

Another point of importance is the obstruction to industrial development in this area due to the interspersed developed and platted residential properties. This unfortunate circumstance may eventually affect the well-being of the entire community. If existing industrial establishments are prevented from expanding and new industries prohibited from developing and locating in Wallace, there will be loss of employment opportunities and tax base to the community and its residents.

With regard to housing conditions in this northern area, which is the one major pocket of below standard housing within the Town, there is also a large number of substandard dwelling units, homes in need or beyond repair, within the fringe area (nearly 55%). The ill effects of below average housing both

in Town and within the surrounding fringe area, will upset the tranquility and appearance of the entire community. The information presented indicates, however, that the substandard housing is in need of repair and not beyond repair. Therefore, a fix-up, paint-up and general maintenance compaign in the planning area would greatly improve existing housing conditions.

BUSINESS DEVELOPMENT

The figures in Table I (Existing Land Development) point out the physical importance of commercially used lands or business development within the community and fringe area. Certainly, business development of the extent described has a great deal of economic importance to the community in the form of employment opportunities, which is discussed in the human and economic resource portion of this report, and also property tax revenues. In addition, the retail and various service establishments located within the community supply goods and services to a much larger area than the Town alone. The estimated population of the area served is 11,500 persons; residents of not only Wallace, but also portions of Duplin, Pender and Sampson Counties.*

In order that this important segment of the community's pattern of development may be studied and analyzed in greater detail, business uses of land as they occur in the Wallace planning area have been grouped into three forms:

1. Central Business District - The Central Business District (CBD) is the major social and economic area of the community. Residents come to meet and conduct business and civic activities in the many retail establishments, and administrative or professional offices which serve the community and region. The CBD map, as shown in Illustration #5, indicates the location and use of each parcel of land.

The accompanying map includes a large amount of non-commercially related land use (49.8 acres), indicating that the described central area is over extended. However, for planning purposes, it is necessary to include not only the central business complex, but also the surrounding development or areas of possible expansion.

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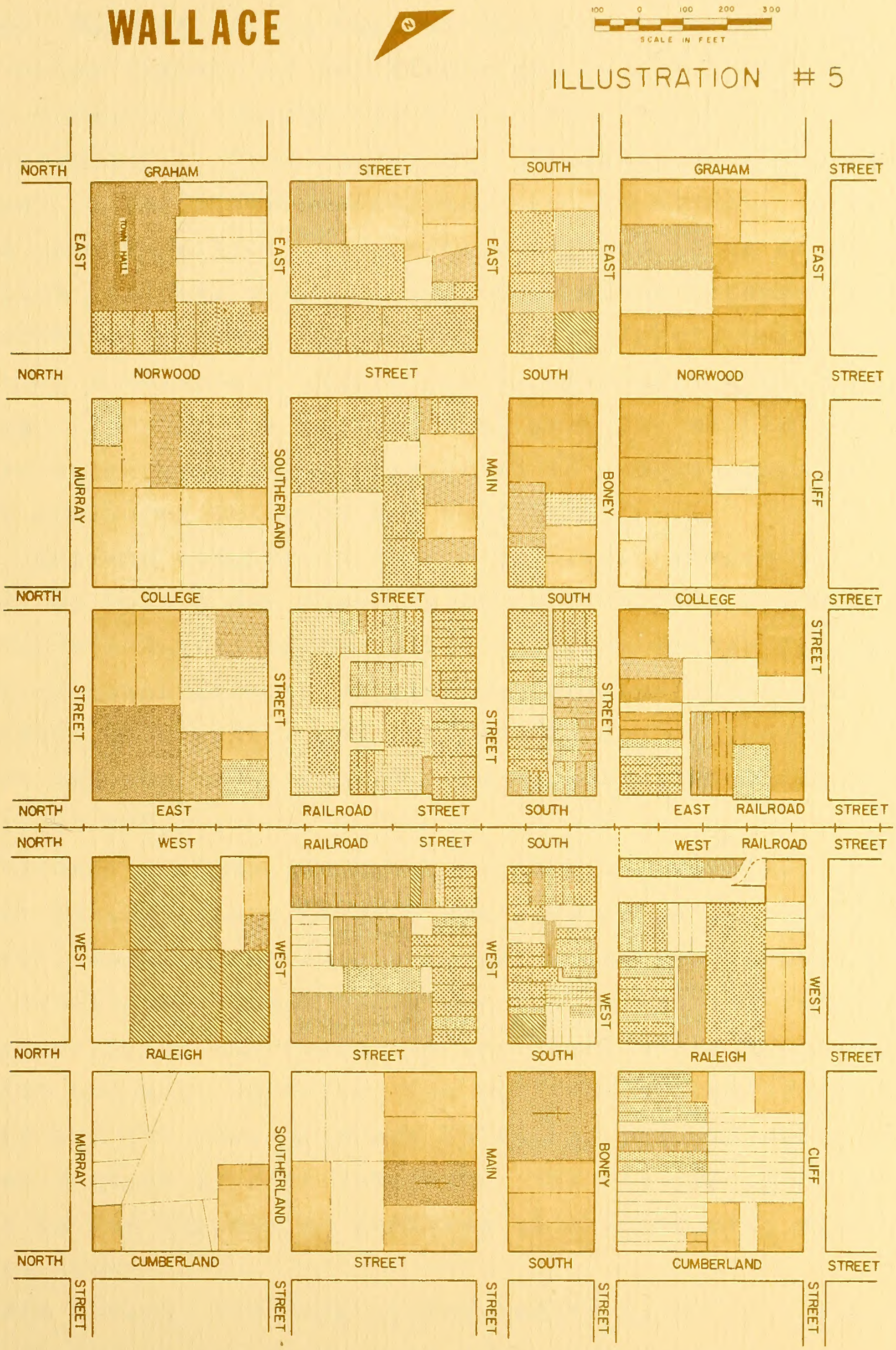
* Retail trade area established through the use of Reilly's law of retail gravitation which proportionally relates the size and distance of surrounding competitive communities.

CENTRAL BUSINESS DISTRICT

WALLACE

ILLUSTRATION # 5



EXISTING LAND USE

▨ RETAIL TRADE	▨ MANUFACTURING SERVICE
▨ WHOLESALE TRADE	▨ PUBLIC and QUASI-PUBLIC
▨ CONSUMER SERVICE	▨ PARKING
▨ PROFESSIONAL SERVICE	■ RESIDENTIAL

☐ VACANT

The main body of business activity actually lies within the area bounded by Southerland, College, Boney, and Raleigh Streets. The map of the Central Business District does indicate other commercial establishments located outside this area on bordering streets and a portion of the strip commercial development on Norwood Street. However, it is within the main body of the business complex that the shopper can make one stop to compare prices and merchandise, and it is an area in which each business activity relies on other businesses to some extent to attract customers. This tightly knit form of commercial development places the shopper within walking distance of almost every commercial activity within the business complex; a factor around which modern shopping centers are being designed and built.

A complete comparison cannot be drawn between the Wallace CBD and the modern day shopping center. However, certain characteristics associated with a shopping center development such as adequate off-street parking, separation of vehicular and pedestrian traffic, and the arrangement of land uses serve to point out the major problems and assets that exist within the Wallace CBD.

The CBD is dissected by the Atlantic Coast Line Railroad and Main Street (State Highway 41) both of which tend to spread commercial development over a larger area than necessary and create conflicts between vehicular and pedestrian traffic. The railway, carrying six trains daily, divides the business complex into east and west sectors. The combined rights-of-way of the railroad and two service roads on either side separate the two business sectors by over 160 feet. The railway is of no direct benefit to the shopper or business establishments, within the business core.

Main Street, handling approximately 4,500 to 5,000 vehicles daily, is one of the major east-west thoroughfares traversing the entire planning area. This heavy traffic volume combined

with automobile parking on both sides of the street creates congestion in the business area and is a potential hazard to the on-foot shopper. In addition, commercial development is beginning to elongate eastward along Main Street, thereby connecting the strip commercial development on Norwood Street. If the business complex is allowed to disperse, the commercial center will lose its shopper gravitational attraction or one-stop shopping asset. Moreover, this would require several auto trips for the shopper to conduct his business and, in turn, decrease his desire to shop in Wallace.

The business core contains such activities as apparel shops, department stores, drug stores, appliance and furniture shops, grocery, and other convenience and service businesses which are the most intense uses of commercial land within the community. An intense commercial user of land is characterized by a high volume of trade activity within a rather small area.

Surrounding the business core are less intense commercial uses and unrelated uses of land which have no doubt reduced the ability of the business complex to expand and grow within this centrally located area. The less intense commercial uses of land such as automobile dealerships, repair shops and service stations, and warehousing facilities are of no direct benefit to the shopper, yet consume large amounts of land.

These less concentrated users of land are not benefited by their relationship to the other shops nor the congestion within the business core. Moreover, they generally are cramped for space. The described uses would be more beneficially located in areas which are suitable for the particular use. For example, gasoline stations, auto dealerships, repair shops and other uses which are related to motorists would benefit in a location where congestion is at a minimum. Warehousing facilities would best be located in outlying districts where space is adequate for truck unloading and loading.

The increased reliance upon the automobile has made the shopper, merchant, and community planner acutely aware of the need for adequate parking facilities close to commercial activities. Consequently, new commercial developments are generally flanked by large off-street parking areas.

From the accompanying CBD map it may be noted that a very limited amount of land is utilized for off-street parking purposes. The exceptions that exist are areas adjacent to relatively new commercial establishments, (i.e. the chain grocery companies and new bank buildings that have located within the business core). Much of the vacant unimproved land behind commercial establishments is used primarily for employee parking. Therefore, the Wallace business complex relies mainly on on-street parking for automobile storage. On-street parking breeds congestion, proves hazardous to motorists, and subsequently circumvents one primary purpose of the major roadway, the free movement of traffic from one location to another.

The importance and associated problems of this significant segment of the business community cannot be over-emphasized, however, a complete and thorough study of the CBD is beyond the scope of the Development Plan studies. It is, therefore, recommended that a detailed study of the community's core area be undertaken. The information presented, however, does indicate that certain improvements and development policies should be included in a plan for community development, those that would reduce congestion and improve the land use relationships within the business core area.

2. Strip Commercial Development - "Strip Commercial" is a term used to describe an elongated area of business development along a major roadway, such as exists on either side of Norwood Street (U. S. Highway 117) in Wallace. There are commercial establishments dotted periodically along the entire length of Norwood Street within the community. The business activities contained in this group perform a retail function and service for not only the areas' residents, but also the passing motorists.

This group consists primarily of service stations, motels, drive-in businesses, auto repair, wash and dealerships, and other highway oriented commercial activities. In addition, located in this area are business establishments which do not require highway frontage nor depend upon the passing motorists for their livelihood.

Almost all of the problems associated with the typical strip commercial development can be observed in the elongated, over-extended and piecemeal development of the Norwood Street commercial area. These problems, listed and discussed below, are of concern to both the merchant and residents of the community.

- The impediment of traffic on the roadway created by the numerous indiscriminate and uncontrolled access points.
- A limited amount of off-street parking facilities adjacent to or in close proximity to strip commercial developments and consequently numerous on-street parking spaces. Although, this section of the highway has been widened in the past to accommodate an increased traffic load, the roadway capacity is reduced and impaired by allowing on-street parking. This is a very expensive means of providing parking area.
- Conflict between commercial and residential uses of land and subsequent depreciating conditions. There are certain inherent characteristics of commercial activities (i.e. noise, lights, appearance, and truck traffic, etc.) which depreciate the value of abutting residentially developed properties.
- A lack of commercial depth preventing growth or discouragement of dynamic growth. Residential development on interior lands along this major thoroughfare has prevented business expansion in depth and has served to encourage this elongated dispersed commercial form which only adds to shopper frustration.

These problems among others are created by false assumption that all commercial activities must be seen by the passing motorist and property fronting on a heavily traveled highway is most suitable for commercial use and subsequently over-commercially zoned.

There are certain commercial activities such as gasoline stations, motels, drive-in restaurants, etc., which require a highway location but do not rely greatly on the drawing power of adjoining businesses to attract customers. Therefore, it would be in the best interest of the community to take cognizance of the stated problems and the need for a limited amount of highway oriented commercial development.

3. Outlying Trade Areas - Outlying business activities provide services of a convenience nature for a small surrounding area and population. Such commercial establishments consist generally of a combined service station and small grocery outlet, providing goods for day-to-day needs. A prime example of this form of business activity exists in the unincorporated place of Tin City which lies within the planning area. (See map of Existing Generalized Land Use). The importance of this form of commercial development will increase as the community expands into outlying rural areas.

Outlying commercial activities serve the function of neighborhood shopping areas catering to the walk-in trade of surrounding residents. However, such businesses do generate a certain amount of vehicular traffic and consequently should be located on major or intermediate thoroughfares. A location on such a thoroughfare would do much to eliminate through traffic on surrounding residential streets. In addition, since such neighborhood shopping areas are located or will be located adjoining residential areas, steps should be taken to reduce the ill effects and conflict between business and residential uses of land.

INDUSTRIAL DEVELOPMENT

Industrial users of land include productive activities, a single land extraction area, and manufacturing services such as warehouse facilities, junk yards, and a sanitary land fill (city dump) area, etc. Although wholesale trade activities such as tobacco, fuel and chemical wholesalers are generally considered commercially oriented, they are herein related to industrial development. In addition to appearance, such facilities generate large amounts of truck traffic as do many industrial activities.

The importance of a large amount of industrial development and related activities to the community may be expressed in two areas: (1) The provision of property tax revenues and (2) employment opportunities which will be discussed in a latter portion of this report. The main body of industrial tax base lying within the corporate limits of the community is located at the north end of Town adjacent to the Atlantic Coast Line Railroad and/or U. S. Highway 117. This northern industrial area, the only major industrial concentration in Town, consists predominantly of tobacco wholesale establishments and other warehousing facilities. There are some manufacturing concerns located in this northern area as well as a small number of industrial and related activities located in other areas of Town. All provide a source of tax revenue for the community. However, unfortunately for the Town, the more lucrative industrial developments in terms of real and personal property tax revenues (i.e. the J. P. Stevens Textile Plant and the Godwin Saw Mill) are located just outside the corporate limits.

The reasoning behind the separation of incompatible land uses need not be repeated. Suffice it to say that separation through some means would be beneficial to both industrial and other forms of land development. A reduction of the friction between incompatible uses of land is possible by complete separation or buffer areas which take advantage of natural features, wide major thoroughfares, or set back requirements

contained in zoning restrictions. Industrial developers and industrialists alike are taking a greater interest in how their activities affect surrounding development.

Consideration must also be given to the relationship between industrial activities and certain public improvements (i.e. transporation routes and utilities). The majority of industrial developments, as they occur in the Wallace planning area, have found it advantageous to locate adjacent to the major north-south highway with a small number requiring both the highway and railroad facilities. Direct access to the major highway serves two purposes as follows: (1) provides the large amount of truck traffic generated by industrial activities with ease of access, and thereby limits or reduces the amount of generated traffic using minor or residential streets; and (2) provides industrial activities with a media for advertising. Although the J. P. Stevens Textile Plant possesses many characteristics of a desirable industrial development (i.e. off-street parking area, a landscaped buffer area and a pleasing appearance) its location off the major highway at the southeast end of Town poses traffic circulation problems. Much of the traffic generated by the plant must be carried by surrounding residential streets which were not designed for such purposes.

The availability and adequacy of sewer and water facilities is also of prime importance to many industrial users. The northern industrial area until recently was unserved by municipal sewer lines. Fortunately, or out of necessity the land used for such purposes as tobacco and other warehouse facilities, and the other industrial activities located in this north end area do not produce any measurable amount of industrial wastes.

On the other hand, industrial activities, such as the J. P. Stevens Textile Plant, which require large amounts of water for production purposes and do produce a great deal of industrial wastes must have available, adequate utilities. The Stevens Plant is located adjacent to one of the community's wells and water towers providing it with an adequate water supply for operation and emergency use. The industrial wastes

of the plant are processed by the company's on-site treatment plant and then dumped into the Little Rockfish Creek which transports the treated wastes out of the area.

The existing and proposed utilities in the Town are discussed in another section of the report. However, the point here is the necessary relationship between certain industrial developments and water supply, sewage treatment, and transportation. Without adequate utilities in proper locations, industrial development is greatly limited. This is an important factor to remember when consideration is given to the future location of industrial sites.

PUBLIC AND QUASI-PUBLIC DEVELOPMENT

The community's relationship to the governmental, cultural, educational, and recreational activities contained in this land use group requires some examination. Since these activities perform an area-wide service function, many of the Public and Quasi-Public uses of land command a relatively central location which is easily accessible to the population in the area.

The Town Hall, of rather recent vintage, houses both police and fire departments and administrative offices of the community's government. The governmental seat is centrally located on the fringe of the central business area. This location makes the Town Hall accessible from any area of the community and furthermore, serves as a buffer between the commercial developments on Norwood Street and the residential areas to the east.

The conveniently located church lying directly west of the business core on Main Street also serves as a buffer between commercial development and residential uses. The majority of the churches in the area, although not centrally located, are situated on major thoroughfares making them readily accessible.

The school sites which double for educational and recreational areas are neither centrally nor conveniently located with regard to the Town's people. The two white elementary school sites located on either side of Clement Street at the southern end of Town are some distance from a major portion of the existing residential development and probable growth areas of the community. The new high school serving the Town and a much larger area is located on the outer fringe of the planning area approximately one mile outside of Town. On the other hand, the Negro school lying within the corporate limits is located in close proximity to the major non-white populated area of the community. Recognizing the complete autonomy of the County School Board and noting the mentioned schools serve a larger

area than the Town alone, the site selection may be understandable. However, in the future as the area population increases, it may be possible to influence the selection of school sites, so that they will be more beneficial to the Town.

As noted above, the school grounds double for recreation areas. Moreover, they are the only active public recreation facilities within the planning area. Unfortunately due to the location of the school sites, their use for play purposes of the younger population is limited. The stadium and adjoining tennis courts are the only exceptions. However, the stadium is used only for scheduled activities which (in itself) limits its use. There are many vacant areas scattered throughout the community which at times are used for recreation purposes. These sites, however, are not developed for such purposes and as the population of the area increases even these may be developed. Briefly, there is a lack of adequate public recreation facilities; picnicking, horseback riding, or just plain scenic relaxing areas; public boating and fishing facilities; etc.; all of which are available if the community takes advantage of the surrounding natural setting.

TRANSPORTATION DEVELOPMENT

Transportation is the key to a growing society. The history of growth in an area can be directly attributed to the dynamics of its transportation system whether by rail, water, air, or highway. In days past, the Wallace area relied on the nearby Cape Fear River for supplies and communications from other more populated areas. With the changing modes of travel, the community relied on the railroad first and currently the highway or motor vehicle to a greater extent. Although the Town has a newly developed airport facility nearby, air travel in the area in terms of the entire transportation network is of little significance.

Illustration #6 on the following page indicates the existing roadway improvements, and the average daily traffic volumes on the major thoroughfares. It is interesting to note, with regard to the roadway improvements, that the single area of Town with numerous substandard housing units is also an area of many unpaved roads. The extent of effect on the area due to the unimproved road conditions and associated dirt and dust is debatable, however, the roadway conditions do little to improve the substandard environment in this area.

The majority of traffic movement within and through the Town is carried on the intersecting state and federal highways as may be observed from the illustration. In the east-west direction Southerland and Main Street, to a greater extent, carry large amounts of traffic. Southerland Street, possibly the most direct cross-town route, is limited in right-of-way width to varying degrees and unfortunately there is a vertical grade difference between the railroad track and the road bed creating a "hump over" effect of approximately three to four or more feet in height. On the other hand, Main Street, a somewhat less direct cross-town route, is at even grade with the railway. However, Main Street moves the cross-town traffic directly through the most congested and intensely used area of Town, the central business district.

TRAVEL PATTERN-ROAD CONDITIONS

ILLUSTRATION # 6

WALLACE

NORTH CAROLINA

In the north-south direction, the main body of traffic movement travels on Norwood Street (U. S. Highway 117) with average traffic counts of 6500 automobiles daily. The Railroad Streets and Teachery Road carry a portion of the north-south traffic within the Town. Due to the rectangular or gridiron street pattern of the community, many of the uninterrupted north-south or east-west streets are handling a certain amount of unnecessary traffic.

The significance of transportation facilities does not depend on the amount of developed land used for such purposes, but on the service the road network provides to the community. The thoroughfare system provides a service in terms of movement of traffic, access to the community from outlying areas, and access to the uses made of land. The relationship between land development in its various forms and the thoroughfare system has been discussed in preceding sections, yet suffice it to note that each roadway serves an individual function - residential streets providing access to housing developments and intermediate and major highways collecting traffic and moving it from one destination to another.

Streets do perform an important service function to the community and also require a large expenditure of public funds for maintenance and improvement, and consequently command a major portion of the tax dollar paid by the residents. Unnecessary and ill-conceived streets should be avoided; extensive dead-end streets have been expensive to the community and hazardous to abutting property owners in times of emergency, streets intersecting at acute angles making turning movements difficult and limiting the drivers visibility should be eliminated; and streets fronting properties from the rear and front in some instances are unnecessary and prove to be an added expense to the property owner.

The community should make every effort to protect the large public investment in its street and roadway network. Protection is possible through zoning restrictions and subdivision regulations which have the public interest, safety,

and general welfare as paramount. Zoning may restrict high intensity use districts to areas that are in close proximity to major arterial roads. This discourages through traffic on residential streets, provided care is taken not to overtax the major arterials. Subdivision regulations can help eliminate unnecessary streets, standardize right-of-way widths and street improvements, and ensure the extension of the existing street pattern in the future.

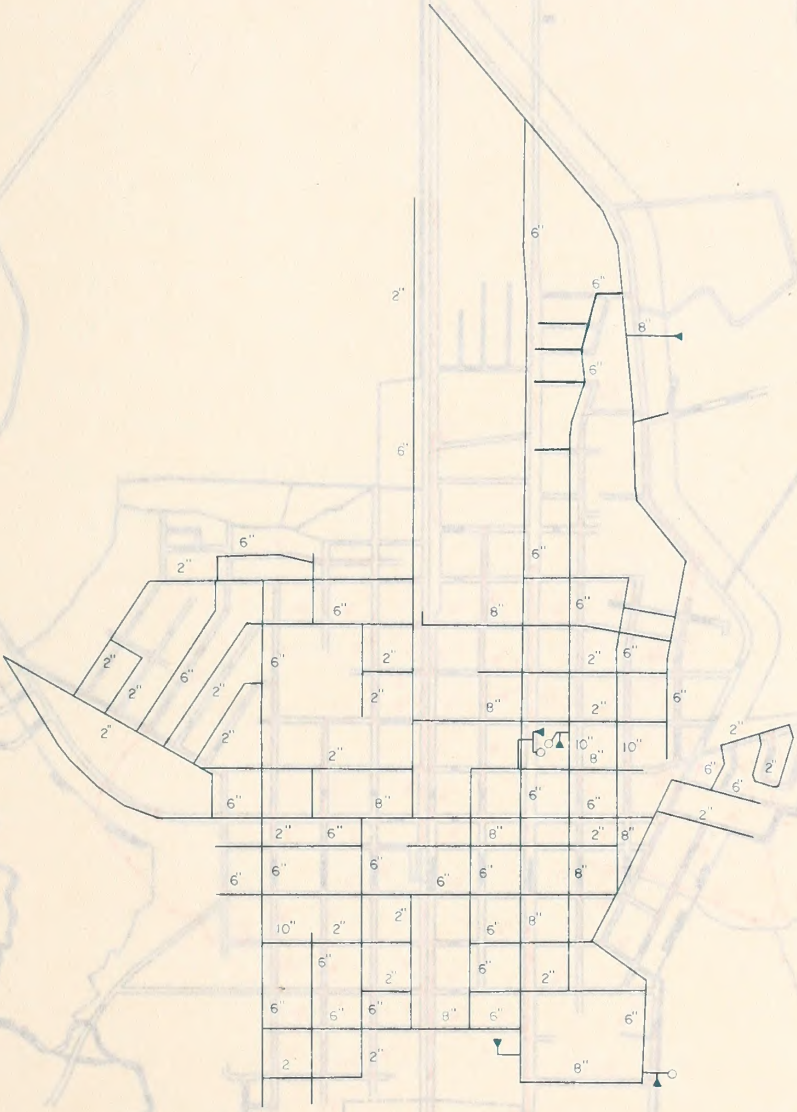
UTILITY DEVELOPMENT

Public utilities like sewer and water systems are among the more expensive services provided by the community. The intensity and type of development within a given area have important effects upon the desirable design characteristics of the utilities which service an area, and at the same time the nature of existing utility systems has important effects upon land development.

Illustration #7 indicates the existing sewer and water system and those facilities to be built in the near future. The existing natural water supply, as has been noted, is more than adequate to meet the present needs of the area's population and its expected growth. However, the water distribution system especially in areas served by only a two inch waterline, leaves something to be desired. The two inch waterline may be adequate for daily consumption, but is inadequate for fire prevention purposes. In areas served by two inch waterlines,such as the northwest sector,fire prevention is inadequate and no doubt is reflected in the cost of fire insurance to home owners. Although not shown on the map, current plans are to replace these lines with six inch lines thereby eliminating a possible fire hazard.

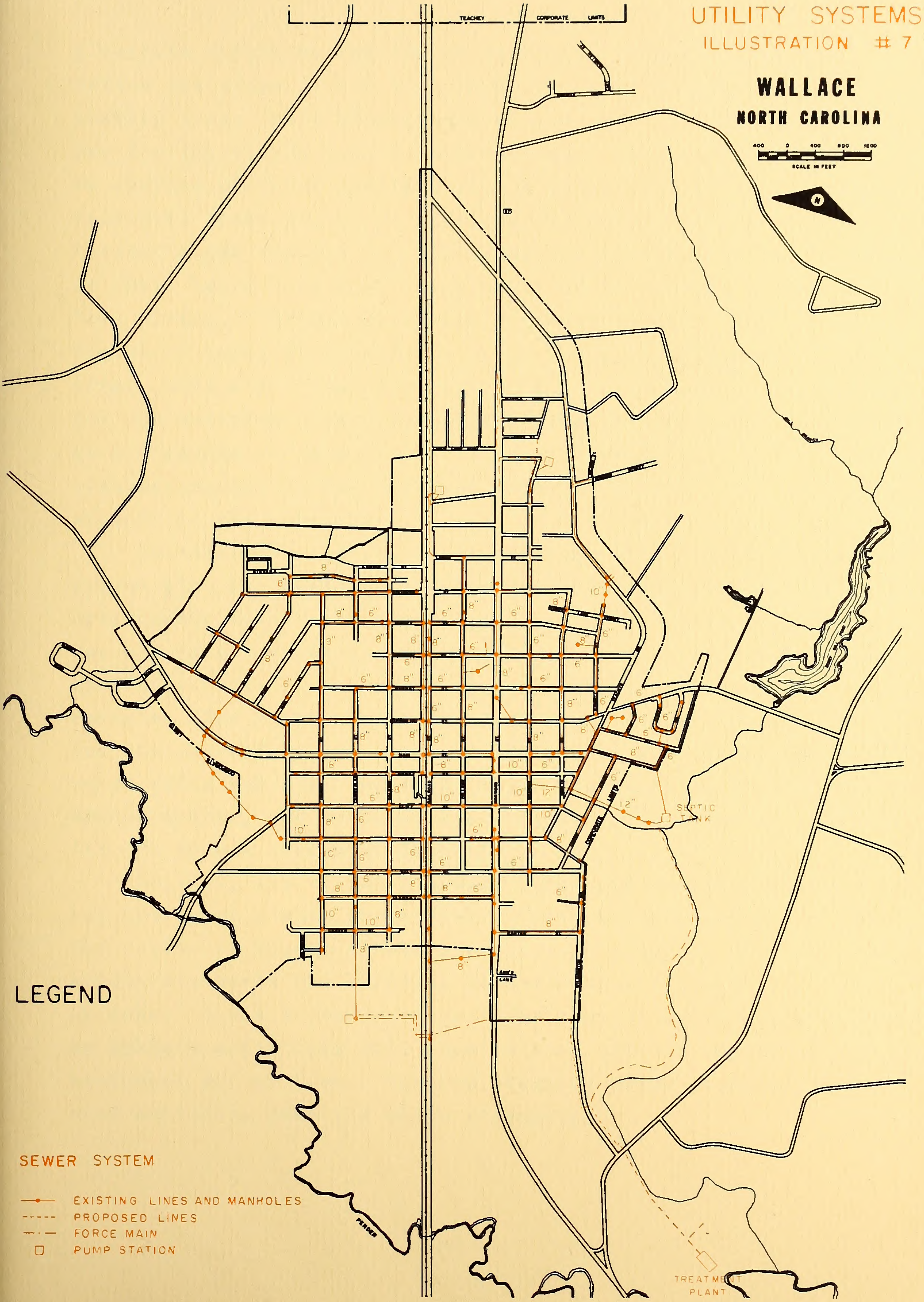
The existing sanitary sewage system serves the greater part of the Town's development. These sewage lines collect and transport the wastes by gravity flow to two imhoff tanks serving as large septic tanks. Improvements to the existing system, accepted by the voters and soon to be built, will provide municipal sewer lines to areas of Town which are presently unserved and includes the construction of three lift stations and a treatment plant.

As indicated above, the provision of adequate utilities (sewer and water) have an effect upon the shape of the community's development. The Wallace water supply and distribution system, a pressure system, is unlimited for all practical purposes. However, the sewage system is limited to



WATER SYSTEM

- —— EXISTING LINES
- ▲ WELL AND PUMP
- ○ TANK



UTILITY SYSTEMS
ILLUSTRATION # 7

WALLACE
NORTH CAROLINA

LEGEND

SEWER SYSTEM

—•— EXISTING LINES AND MANHOLES
----- PROPOSED LINES
—·— FORCE MAIN
□ PUMP STATION

a certain extent by the lay of the land. Sewage lines must follow the slope of the land in order to take advantage of gravity flow. Only through the use of pump or lift stations may the lay of the land be disregarded. Lift stations should be avoided whenever possible due to their high initial cost and continual municipal appropriations for maintenance purposes. Present plans require two lift stations to service the relatively small level land area lying north of Lanier Street within the Town limits. Further extension of sewer lines in the northwest sector of Town, an area where sewer lines have reached ground level, will also require a lift station(s). However, considering the existing sewage system and proposed additions, community sewage expansion is possible in a northeasterly direction and in limited amounts to the east and south of Town without appreciable expense to the community.

In addition, design characteristics of the existing utility system play an important role in the type and intensity of land development within the community. Large consumers of water and depositors of wastes require locations in proximity to adequate utilities. The J. P. Stevens Textile Plant may be used as an example. The Plant, which requires large quantities of water for its operations, is located adjacent to one of the municipally owned wells and also realizing the inadequancy of the Town owned sewage system, the company, fortunately was willing to construct its own sewage treatment facility.

Briefly, the existing sewage lines and proposed extensions and treatment plant, which will be able to handle roughly twice the volume of wastes of the present population in the Town, will adequately serve the existing development and growth for years to come. Trunk lines or larger sewage mains which are required by certain activities will soon be available at the south or southeast end of Town. New and adequate water supplies may be made available when and where necessary.

HUMAN AND ECONOMIC FEATURES

The population of an area is either declining, leveling-off, or increasing in number. The purpose in studying either of these occurrences is to determine why and what steps should be taken to correct or encourage, which ever the case may be, past population trends. In making such a determination it is valuable to have an understanding of the characteristics of the area's population with respect to its age, sex, income and employment. Hence, from the past population trends an insight may be gained with regard to what may be expected in the future and how future population growth may be achieved.

PAST POPULATION TRENDS

From its early history, the Town of Wallace has experienced a continual and sizeable rate of population growth. Population data for Wallace and related political divisions are shown in Table III and the rate of growth is graphically portrayed in Illustration #8. The information indicates that the Town, from 1900 to 1960, averaged roughly a 50 percent population increase within each decade.*

The most astonishing feature of the Town's population trends is not its consistently high rate of growth, but a high growth rate within a declining regional population, (the larger political division containing Wallace, Duplin County, and the adjoining Pender County). Both Duplin and Pender counties between 1910 and 1940 experienced continual increases in growth rate, then a leveling off, and finally from 1950 to 1960 an overall decline in population.

Based on the statistics and a knowledge of the history of Wallace, it is apparent that Wallace's early growth as a service and trade center for a sizeable portion of this region did depend greatly on growth within the regional area. Since 1940, however, Wallace's substantial gains despite regional declines indicate that developments within the Town or immediate area have been the impetus for growth rather than the surrounding rural farming area as in the past.

*Note: At publication time of this report special 1965 census figures were released. The figures indicate that in November of 1965 the Wallace population had increased to 2,972 persons while the population of Duplin and Pender Counties had declined to 37,969 and 17,377 persons respectively. These later figures do not alter the conclusions drawn herein, but rather lend them greater support.

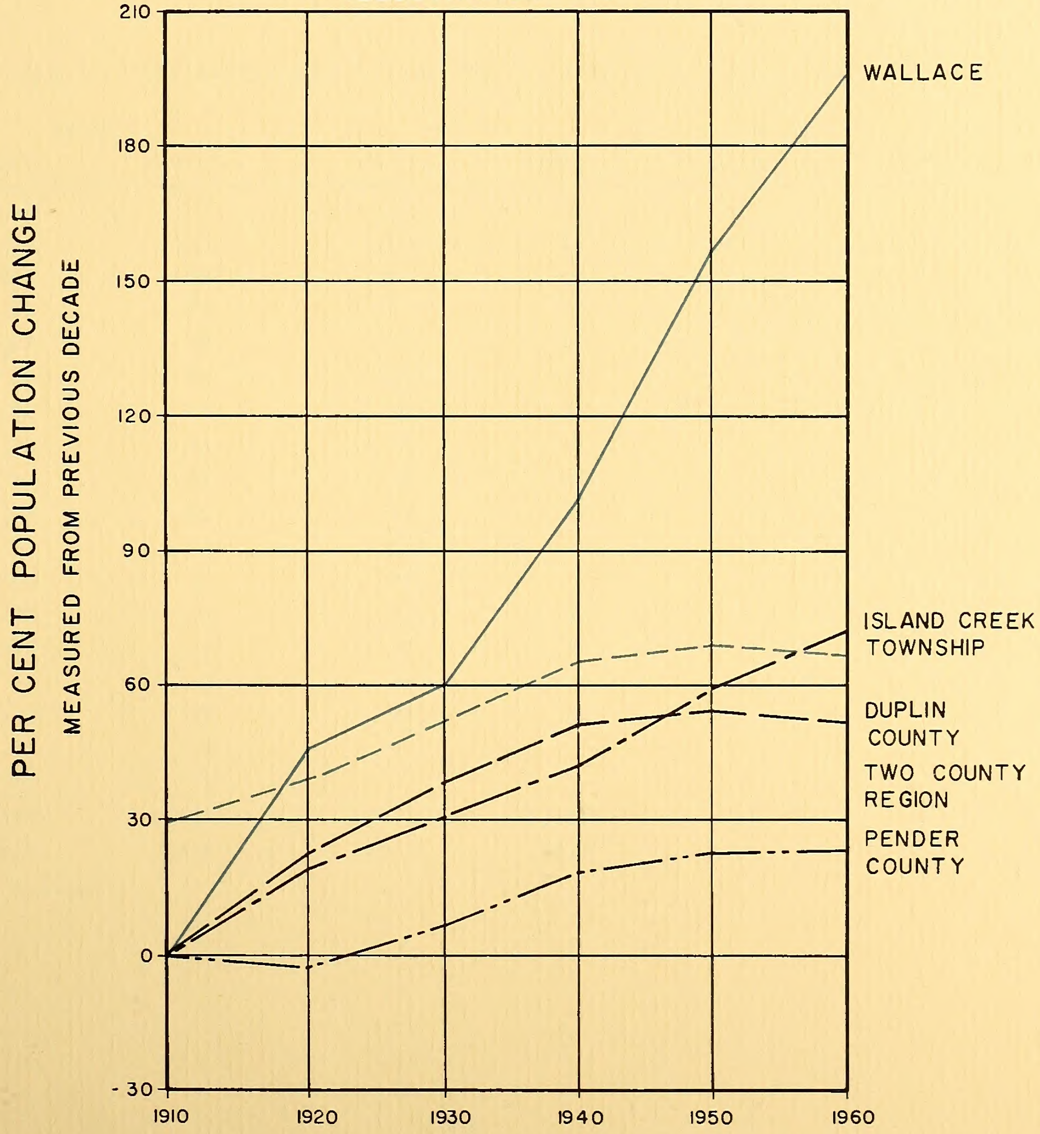
TABLE III. POPULATION TRENDS FOR WALLACE AND SURROUNDING AREAS

YEAR	WALLACE	ISLAND CREEK TWP.	DUPLIN COUNTY	PENDER COUNTY	TWO COUNTY REGION
1900	218	2,779	22,405	13,381	35,786
1910	444	3,773	25,442	15,471	40,913
% Change	103.7	35.8	13.6	15.6	14.3
1920	648	4,512	30,223	14,788	45,011
% Change	45.9	19.6	18.8	-4.4	10.0
1930	734	4,981	35,103	15,686	50,789
% Change	13.3	10.4	16.1	6.1	12.8
1940	1,050	5,605	39,739	17,710	57,449
% Change	43.1	12.5	13.2	12.9	13.1
1950	1,622	6,596	41,074	18,423	59,497
% Change	54.5	17.7	3.4	4.0	3.6
1960	2,285	7,405	40,270	18,508	58,778
% Change	40.9	12.3	-2.0	0.4	-1.2

PER CENT POPULATION CHANGE

FOR WALLACE AND SURROUNDING AREAS

ILLUSTRATION #8



POPULATION CHARACTERISTICS

In order to gain a greater understanding of the human resources within Wallace and the surrounding area, it is valuable to examine the population characteristics. A study of the age, sex, race, and income characteristics of the people sheds additional light on the cause and effect of population change.

Age, Sex and Race Composition - The distribution of the 1960 Wallace population is described in Table IV, while for comparative purposes, additional information regarding North Carolina communities similar in size and figures on the two county region (Duplin and Pender Counties) are included in Table V.

TABLE IV. POPULATION COMPOSITION FOR THE TOWN OF WALLACE - 1960

	TOTAL		WHITE		NONWHITE	
AGE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
0-4	137	119	130	113	7	6
5-9	108	114	103	105	5	9
10-14	134	108	123	103	11	5
15-19	77	81	71	75	6	6
20-24	63	79	61	76	2	3
25-29	62	82	60	80	2	2
30-34	102	88	98	82	4	6
35-39	80	94	79	86	1	8
40-44	86	86	81	83	5	3
45-49	81	60	79	57	2	3
50-54	55	70	52	67	3	3
55-59	54	50	53	47	1	3
60-64	24	34	22	32	2	2
65-69	24	30	23	29	1	1
70-74	19	30	18	28	1	2
75-79	12	22	22	26	1	2
80-84	5	4				
85+	6	2				
TOTAL	1,129	1,153	1,075	1,089	54	64
MEDIAN AGE	28.7	29.6	29.2	29.5	18.3	30.1

Source: U. S. Census.

TABLE V. POPULATION COMPOSITION FOR WALLACE AND SELECTED AREAS - 1960

AGE	TOWN OF WALLACE PERCENT OF POPULATION	TWO COUNTY REGION PERCENT OF POPULATION	ALL PLACES OF 1000 - 2500 POPULATION NORTH CAROLINA PERCENT OF POPULATION
0-19	38.5%	45.6%	39.4%
20-64	54.8%	47.2%	52.3%
65+	6.7%	7.2%	8.3%

Source: U. S. Census.

The detailed population distribution by age, sex and race in Wallace reveals some interesting facts. With respect to race, in 1960 the nonwhite segment accounted for less than five percent of the total population. Since 1960, however, the Town has annexed a sizeable Negro housing area lying directly north of Town. Moreover, regarding the total number of males and females, the equal number in each of the sexes, coupled with the recent population gains in Wallace, is indicative of a healthy economy. An imbalance occurs (more females than males) frequently due to an out-migration of working age males (20 to 64 years of age) whom are unable to find local employment.

A healthy situation also is indicated with respect to the relatively large percentage of the Wallace population within the working age group (20 to 64 years) in comparison to the two county region and all places 1,000 to 2,500 in population size. This population age distribution (0 to 19, 20 to 64, and 65 years and over) is utilized because it is essentially the working age group (20-64) that supports the younger and older people of any area. As the previous section stated, the population of the region is tending to decline, indicating a movement of the young adults out of the area to more attractive situations. The circumstances in Wallace are quite the opposite. Recently, the

Town has experienced a rapid population growth much greater than could be attributed to the natural increase of births over deaths, signifying an in-migration of working age people. Consequently, roughly 55% of the population in Wallace supports 45%, while within the region almost the opposite is true, for a smaller percentage supports the larger percentage of the population.

Income - When compared to the average family and per capita incomes of the State, as indicated in Table VI, the purchasing power of the Wallace area residents is relatively low. The average or mean family and per capita incomes of residents of Island Creek Township are roughly 25 percent lower while those of both Duplin and Pender Counties' residents are roughly 40 percent below State averages. Although both counties experienced sizeable increases in income from 1949-1959, State averages increased at a faster rate during the same period.

TABLE VI. FAMILY & PER CAPITA INCOME (1949 and 1959 FOR SELECTED AREAS)

	ISLAND* CREEK TWP.	DUPLIN CO.		PENDER CO.		STATE OF NORTH CATOLINA	
	1959	1949**	1959	1949	1959	1949	1959
MEAN FAMILY INCOME	$3,749	$1,889	$3,045	$2,111	$2,979	$3,250	$4,838
PER CAPITA INCOME	$ 922	$ 449	$ 724	$ 458	$ 701	$ 830	$1,260

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* Township data not available for 1949.
** Data for 1949 given in 1959 dollars.

Source: U. S. Census.

This relatively low standard of living as measured by income is emphasized further when consideration is given to the income distribution. It is now widely accepted that a family earning less than $3,000 annually is poverty stricken because of their inability to adequately provide the basic necessities

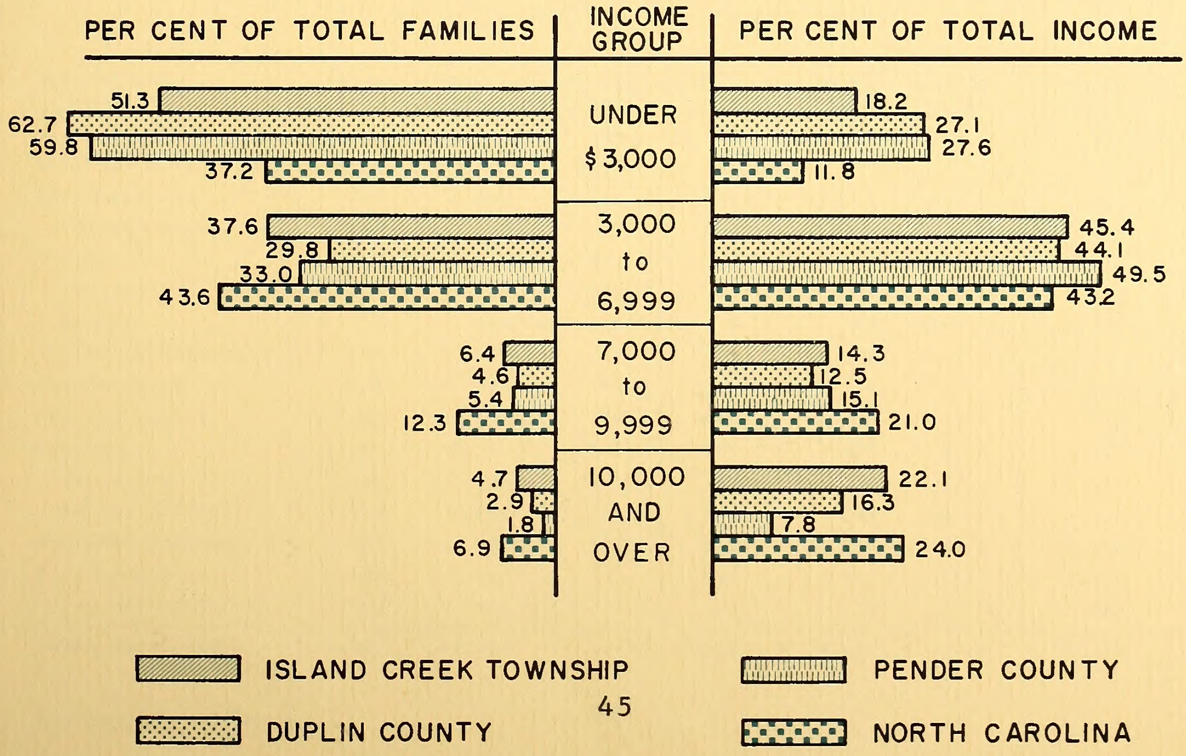
such as food, clothing, shelter, and medicine. Using this definition of poverty, over 60 percent of the families within the two county area endure a substandard level of living. The Township fares slightly better having only 51 percent of its families within this poverty group.

Although it may be assumed from the condition and appearance of housing within the Town proper, the average Town resident enjoys a much higher standard of living. But, it also must be remembered that the Town serves as a trading center for residents of the Township and other parts of Duplin County and portions of Pender County.

It may be concluded from this information that the lack of a suitable wage level is one of the causes for an out-migration of the regional population, and consequently population decline. On the other hand, it may be assumed that the wage level is somewhat higher in Wallace and consequently the Town has been experiencing an in-migration of population.

DISTRIBUTION OF FAMILY INCOME — 1959

ILLUSTRATION #9



EMPLOYMENT

Economic growth is the major factor determining the rate and amount of population growth within the Wallace area. Information concerning the occupations of employed residents of the two county area, described in detail in Table VII, is analyzed to determine the strong and weak points of the regional economy. This analysis is centered around three basic questions.

Question #1 - Within what industry or industries is the economy of the region centered? Throughout the history of the two county area, agriculture has largely supported the many areas of commerce, personal, and professional service activities. The significance of the rural farm economy lies not only in the number of employed agricultural workers as pointed out in the table below, but also with respect to the production of wealth by bringing money into the area as opposed to merely circulating it. There are sizeable numbers of people employed in other areas of the economy, but without agriculture and its wealth producing characteristic there is little need for the numbers employed in commerce and various service activities.

TABLE VII. EMPLOYMENT BY INDUSTRY FOR DUPLIN AND PENDER COUNTY RESIDENTS, 1950 - 1960

	DUPLIN COUNTY			PENDER COUNTY			TOTAL TWO COUNTY REGION	
OCCUPATIONAL GROUP	TOTAL 1950	TOTAL 1960	PERCENT CHANGE	TOTAL 1950	TOTAL 1960	PERCENT CHANGE	TOTAL 1960	PERCENT DISTRIBUTION 1960
Agriculture	9,084	5,893	-35.1	3,248	2,082	-35.9	7,975	41.7
Forestry & Fishery	9	18	+100.0	42	31	-26.2	49	.3
Manufacturing	987	1,598	+61.9	816	1,027	+25.9	2,625	13.7
Lumber, Furn., Etc.	660	450	-31.8	706	463	-34.4	913	4.8
Food	202	305	+51.0	39	117	+200.0	422	2.2
Textiles	3	469	+15,533.3	10	218	+2080.0	687	3.6
Apparel	1	180	+17,000.0	6	60	+900.0	240	1.3
Other Manufacturing	121	194	+60.3	55	169	+207.2	363	1.9
Construction	486	884	+81.9	308	368	+19.5	1,252	6.6
Transportation	181	187	+3.3	145	135	-6.9	322	1.7
Commerce	1,460	2,147	+47.1	571	917	+60.6	3,064	16.0
Wholesale	158	255	+61.4	72	85	+18.1	340	1.6
Retail & Other	1,302	1,892	+45.3	499	832	+66.7	2,724	14.3
Personal Service	535	949	+77.4	261	431	+65.1	1,380	7.2
Professional	836	1,255	+50.1	408	781	+91.4	2,036	10.7
Other or Not Given	305	328	+7.5	119	78	-34.5	406	2.1
TOTAL EMPLOYMENT	13,883	13,259	-4.5	5,918	5,850	-1.2	19,109	100.00

Source: U. S. Census.

Question #2 - What are the current trends and prospects for growth within the major areas of the economy? The two county region has experienced from 1950 to 1960 an overall four percent employment decline. The largest numerical decline has occurred within the agricultural occupational group which experienced a decrease of 4,359 employees in the past decade. Increases during this same period in most areas of manufacturing, construction, transportation, commerce, and various service activities compensated to an extent for this large resident labor surplus.

The losses occurring in farm employment do not necessarily indicate a decrease in farm production, but reflect the current trends toward mechanization and consolidation of small farms. The improved methods of farming have for the most part increased farm production which in itself is a boost to the economy. In order to sustain population growth, however, there must be employment opportunities available and adequate enough to support the population. Basically, the sizeable losses in farm employment within the region, coupled with a slightly lower proportionate gain of employment in other areas of the economy, has created a decline in the region's population.

Agricultural employment opportunities are expected to decline continually through the 1960's and 1970's. Also present according to current trends, is a shift within the agricultural industry itself. Although tobacco is expected to be the main money crop for some time, the production of other crops and livestock has been increasing. A great deal of research is being conducted on various crops which may be produced and possibly processed locally at the Coastal Plain Experimental Research Station within the area.

The largest employment gains within economic activities which produce wealth for the region have occurred in food processing activities, textiles, and apparel manufacturing. Whether or not employment gains within these growth industries can keep pace with agricultural declines cannot be accurately determined, however, they have lagged behind in the past decade.

Question #3 - What influence does the regional economy have upon the Wallace area? Although no detailed census information is available for Wallace, it is unnecessary to present numerous statistics to describe the influence of the region on Wallace and its immediate environment. The agricultural economy of the region is reflected locally by the numerous agri-business activities, i.e., farm equipment and service establishments, feed and grain mills, fertilizer sales, a stock yard and tobacco warehouses, many of which have experienced increased business activity due to the current trend toward improved farming methods. But, mechanization has served to displace a number of farm workers and their families, persons who may have made purchases of goods and services from local business activities in the past. However, it is apparent from recent business construction activity that has taken place within the Town, that the Wallace business community has not experienced a major setback due to a reduction in the regional population.

The influence of a declining regional farm employment and consequently regional population on Wallace, has been more than offset by two major factors: First, the rapid increase within the region from 1950 to 1960, in terms of persons employed in the textile industry, resulted primarily from the location of J. P. Stevens Textile plant adjacent to Wallace. The textile plant employing approximately 800 persons has, by capitalizing on the region's labor surplus, provided needed employment and has attracted people to the Wallace area. This plant has been a major attraction and impetus for population growth within the planning area, bringing more people nearer Town, and consequently making local business establishments more convenient for a greater number of shoppers.

Secondly, the residents of the two county area have experienced roughly within the same ten year span increased incomes or purchasing power, as pointed out in the previous section. Increased income, although playing a minor role, has generated some growth of service and commercial activities.

PROJECTED POPULATION

The population projections for the two county region and Wallace, indicated in Table VIII, are based on changes which took place from 1950 to 1960. As a result, primarily due to recent declines in farm employment, the population of the region is expected to continue decreasing. The Town of Wallace may experience, provided developments similar to those of the recent past occur between the present and 1980, roughly a 70% population increase.*

TABLE VIII. POPULATION PROJECTIONS FOR WALLACE AND SURROUNDING AREAS

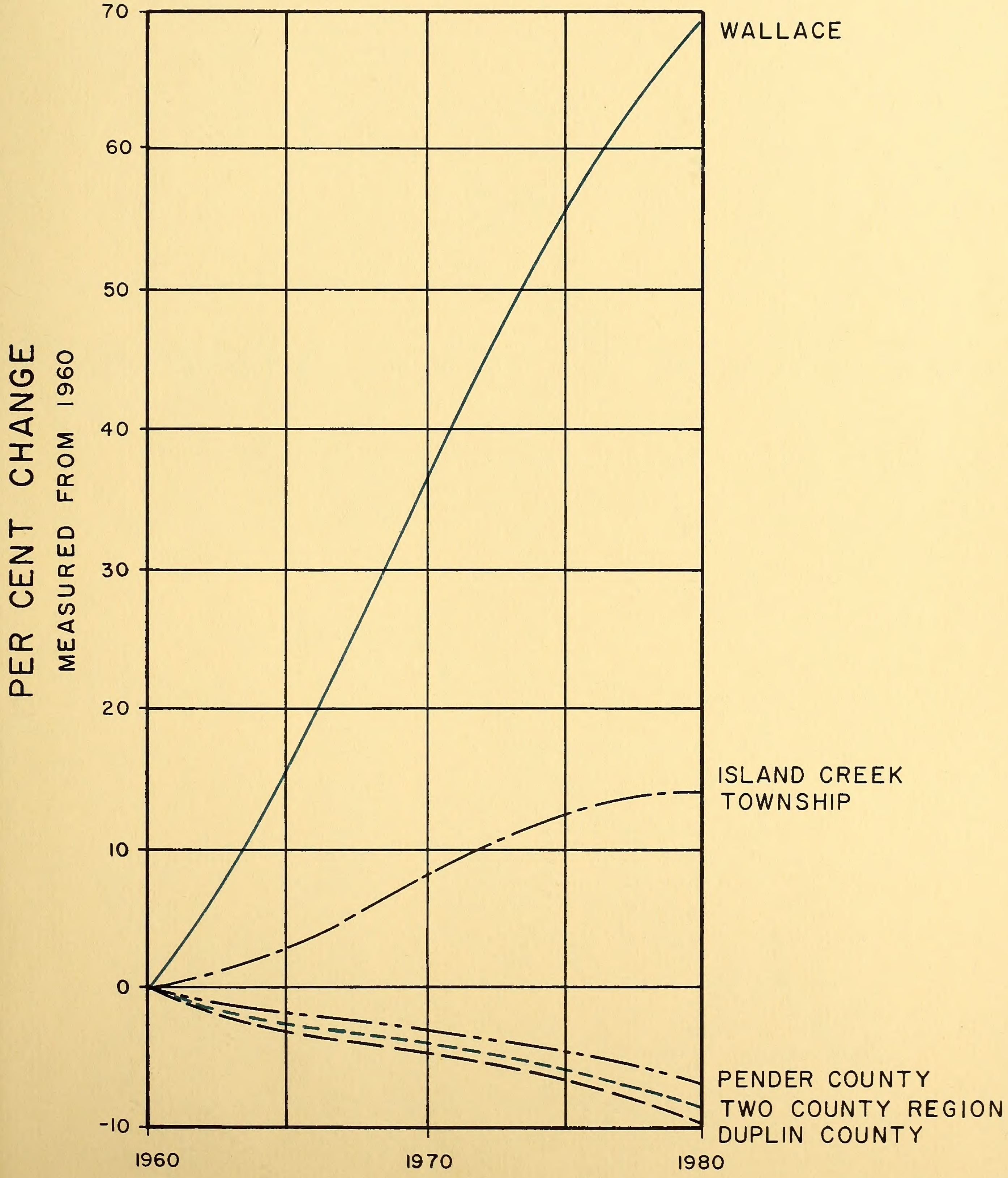
YEAR	WALLACE	ISLAND CREEK TWP.	DUPLIN COUNTY	PENDER COUNTY	TWO COUNTY REGION
1960	2,285	7,405	40,270	18,508	58,778
% Change	32.6	8.0	-4.5	-2.9	-4.0
1970	3,038	7,996	38,441	17,975	56,416
% Change	26.7	5.6	-5.3	-4.3	-5.0
1980	3,850	8,443	36,392	17,208	53,600

*Note: A special census conducted in 1965 indicates that these population projections are conservative. Consequently, greater population declines are occurring within the two county region than were expected, while the rate of population increase in Wallace may be somewhat larger than the above figures indicate.

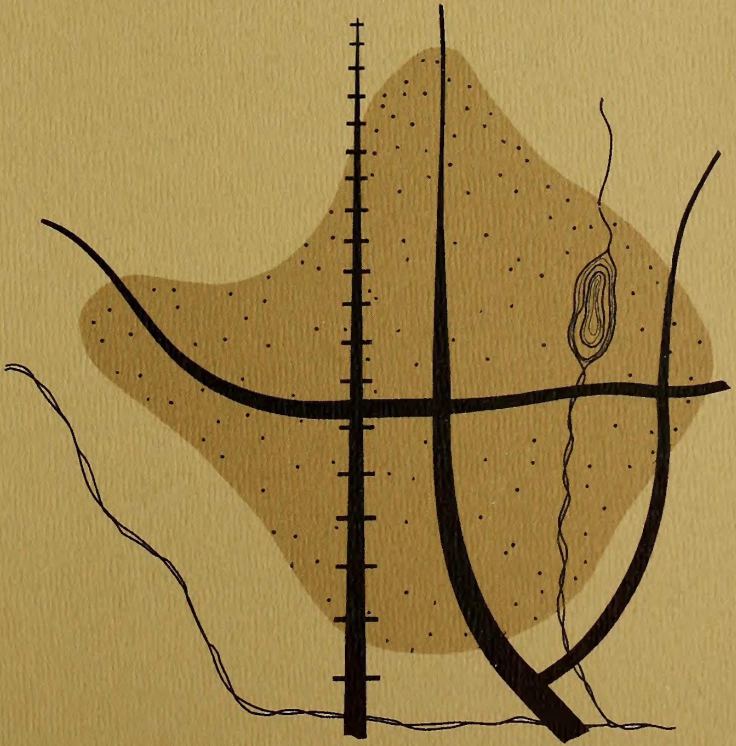
ILLUSTRATION # 10

PER CENT PROJECTED POPULATION CHANGE

FOR WALLACE AND SURROUNDING AREAS



SUMMARY AND CONCLUSION



SUMMARY AND CONCLUSION

The process of guiding the community's development in a direction that would serve to benefit all concerned, requires a clear understanding of those influencial factors that affect the community's development and growth. These influencial factors or forces, as they affect the Wallace area, may be grouped into three general categories; those forces of nature, man-made, and finally those of a human and economic effect. The study of these forces with regard to their inherent problems, limitations, and apparent trends will serve as a basis for guiding the future development of Wallace and its environs. The following is a brief summary of each of these influencial factors:

- Natural Features -- The forces of nature, particularly regarding the topography and soil conditions, have played an important role and probably will continue to affect the shape of Wallace. Past growth has certainly been affected, development consuming generally the more suitable soils.

  In addition, the more heavily developed areas of the Town have been stopped abruptly by major changes in the topography, such as the creek beds. Furthermore, the lay of the land has placed limitations on the municipal sewerage system. Economic feasibility requires a gravity flow sewerage system which must follow the slope of the land. Sewerage lines have reached the ground surface in the northwestern portion of the community, and consequently any further extension of service in this area will be relatively expensive. On the other hand, because of the lay of the land, extension of the municipal sewerage lines in a northeasterly direction along the Boney Mill Pond would appear far more feasible and economical for

the community. The soils within either of these areas are the most suited for development purposes.

- Man-made Features -- That nature has placed limitations on land development cannot be overlooked, however, man has created some of his own problems. Problems related to the intermixture of incompatible land uses and the location of land use activities with an apparent disregard of supporting facilities, such as utilities and roadway access or traffic circulation. Every use made of land performs a function, such as, residential (living), business (providing goods and services), industrial (livelihood), public and semi-public (recreation, social and cultural), roads (access and movement). Each activity is related one to another, however, each of the activities are not necessarily physically compatible with one another. The intermixture of industrial and residential land uses in Wallace is a prime example of this physical incompatibility. Residential uses are adversely affected by industrial developments, while on the other hand possible expansion of industrial activities is hamstrung by surrounding residential uses. Similar problems are created by the intermixture of business and residential land developments.

  Because of this physical incompatibility, the roadway system must provide the link between related land use developments. In the Wallace area there is an apparent need for greater access to major industrial areas. Moreover, traffic movement in an east-west direction is greatly limited. Simply stated, community-wide concern should be given to the locational requirements of each land

use with regard to utility and access needs, in addition to its effect upon surrounding developments.

Aside from these problems, there are certain apparent trends with regard to each land use development. Residential growth has tended to occur in a northeasterly and northwesterly direction to a greater extent than any other area of the community. A need for recreational areas in conjunction with residential development is also becoming more apparent. The downtown business area has in the past shown a tendency to expand to the north between the railroad and Norwood Street. Provision of high capacity sewerage lines at the southern end of Town will serve to increase the potential of this area for industrial purposes which require high capacity sewerage lines. A plan for community growth must not only be aware of the present development and its related problems, but it must also consider these apparent trends.

- Human and Economic Features -- As described in this report, the Town of Wallace has resisted or defied regional population declines primarily because of three factors: (1) increased income or purchasing power of the region's residents, (2) the provision of employment opportunities which are wealth producers within the Town or its immediate environs, which have (3) consequently generated employment growth in numerous service activities (business and related uses) within Wallace.

Although regional income growth may be possible in the future, the influence of such an occurrence could only be termed minor. First,

because the portion of income spent for retail items tends to level off, although the family income may continue to increase. In addition, increased income generally allows the family greater mobility, enabling individuals to travel greater distances to competitive shopping areas which have a larger selection of goods and a greater variety of activities than Wallace. However, it would be possible for the business community of Wallace to capitalize on the increased income in the region by bolstering its competitive standing, through an improved appearance of the downtown area, improved customer facilities, a greater variety of activities, and improved merchandising techniques, etc.

A factor of much greater influence upon the recent growth of Wallace may be attributed to recent industrial development within the area. In the future additional industrial development could make greater use of the natural resources of the surrounding rural area such as crop and livestock production and labor surplus. The Town must seek and encourage additional activities which process local farm products as well as other non-agricultural related industries. Regardless of the type of industrial activity, it must possess certain common characteristics in order to act as an asset to the community: (1) produce items primarily for export out of the area (thus bringing new money into the area rather than merely circulating it), (2) employ primarily males (because the male ordinarily provides the primary support for the family), and (3) provide high enough wages which

> enable the employee to maintain a suitable standard of living. If industrial development is achieved and consequently population growth occurs, then growth of the Town proper would simply be a matter of applying the municipal government's annexation policies.

A fourth group of influencial factors which may be termed "social forces" would include such considerations as land ownership or the willingness of a land owner to sell or develop his land, minority group housing areas, tobacco allotments, private deed restrictions, and similar matters. Each of these factors will also have an influence on the growth of the Wallace area. However, their affect has not been discussed herein to any extent primarily because their influence is isolated and not general in character, and in some respects are currently in a state of flux. Nevertheless, although their influence may be altered by the passage of time, their affect must be considered in guiding the community's growth and development.

The future of the Wallace area certainly appears bright based on the projection of past growth trends. However, there is no assurance that the community will experience a projected growth and prosperity. Wallace, as is true of many communities, is in a period of transition. The Town is competing with thousands of other communities for industrial development. Only through the initiative and cooperative efforts of all its citizens and Town officials, directed at the goal of making the Wallace area an even better place in which to live, shop and work, will Wallace possess an advantage over its competitors.

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